

Message Text

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PAGE 01 MOSCOW 18030 172312Z

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UNCLAS MOSCOW 18030

USDOC FOR BEWT/TPD/THOMPSON

E.O. 11652: N/A

TAGS: BEXP, UR

SUBJECT: RETAIL TRADE SEMINAR/EXHIBIT

REF: USDOC 18397

1. MATERIALS REQUESTED FOR DEPUTY MINISTER OF TRADE FESENKO AND CHIEF OF MINISTRY'S FOREIGN RELATIONS DEPARTMENT NESTERENKO (SEE MOSCOW 12447, PARA 2, AND MOSCOW 12733, PARA 2) WERE NOT INTENDED TO BE EXCLUSIVELY FROM SEARS. HAS TPD MANAGED TO LOCATE ANY MARKET RESEARCH STUDIES FORECASTING CONSUMER DEMAND? IS THERE ANY USG OR PRIVATE STUDY ON VARIOUS TYPES OF CODING SYSTEMS FOR LASER/OPTICAL CHECK OUT EQUIPMENT? OTHER TOPICS MENTIONED WERE MODERN WAREHOUSING TECHNIQUES, SUBURBAN SHOPPING CENTERS, AND "FAST-FOOD" TECHNOLOGY. SINCE COMMERCIAL ATTACHE PLANS TO MEET WITH FESENKO IN EARLY JANUARY, WE WOULD APPRECIATE ANYTHING TPD COULD DO TO EXPEDITE DELIVERY. PLEASE ADVISE WHEN POUCHED.

2. IN VIEW OF SOVIET INTEREST IN "FAST-FOOD" EQUIPMENT AND TECHNIQUES, COMMERCIAL OFFICE BELIEVES THAT RECRUITMENT OF A MAJOR FAST-FOOD CHAIN FOR THE RETAIL TRADE JEEP WOULD BE MOST APPROPRIATE. SUGGEST TPD DETERMINE IF MACDONALDS OR OTHER NATION-WIDE CHAIN WOULD BE INTERESTED IN PRESENTING PROGRAM COVERING RESTAURANT LAY-OUT, EQUIPMENT, EMPLOYEE TRAINING, FOOD SUPPLY AND FOOD PREPARATION.

STOESSEL

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NNN

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